

M&G GROUP ENHANCES PRODUCT INFORMATION USING INRIVER PIM AND ETIM EXTENSION FROM CTAC

Muelink & Grol Group was looking for a solution to manage both technical and commercial product information easily within a single system. In addition, this manufacturer of flue gas exhaust and ventilation systems wanted to manage the quality of its technical product information more effectively and configure it using the most recent ETIM classifications. M&G Group chose the inRiver PIM product information system and Ctac's ETIM extension.



Muelink & Grol (M&G) Group is a leading manufacturer of flue gas exhaust and ventilation systems. Working in partnership with boiler manufacturers, the company assists with the extraction of flue gas inside and around central heating boilers. M&G Group offers a full range of aluminium, stainless steel and plastic (PP) products. These products are developed by skilled engineers at M&G Group's production facilities. The company's business focuses on research & development, innovation and delivering tailor-made solutions to customers around the world.

Managing commercial information in PIM

M&G Group has been using a product information system for many years. In this system, they tag each product they develop with specific characteristics, including the size of the product, the material it is made of and how users need to install the product. However, the system was less suitable for managing commercial and marketing-related product characteristics. Wouter Bossink, Product Information Manager at M&G Group:

"We couldn't add marketing materials such as pictures, brochures and detailed product descriptions in the system. As a result, information ended up scattered across separate spreadsheets, documents and folders all over the organisation. This made it very complicated to create catalogues and brochures, for example. And that meant it was time to streamline our commercial product information."

After a careful selection procedure, M&G Group chose inRiver PIM. "We can now easily add marketing information to the technical features of our products. This allows us to enhance the product information, and all the data is available from a single central location. In addition, we can create digital product sheets such as brochures and leaflets at the touch of a button within inRiver PIM. Ctac has developed standard HTML templates that we use with inRiver to automatically fill in the right information. If any information changes, the platform also updates the product sheets immediately. This way, we keep our commercial publications up to date," states Wouter Bossink.



Control of up-to-date technical product information

In addition to inRiver PIM, M&G Group also opted for Ctac's ETIM extension. Bossink: "We manage our technical features with inRiver PIM using the ETIM classification. ETIM is a technical classification used by the entire chain within the construction, installation and maritime sector to clearly classify products into product classes and to assign characteristics and values. This guarantees the quality of the information, meaning that it can be exchanged between companies without any errors arising from differences in interpretation. However, the challenge is that ETIM is constantly evolving. We need to check, update and extend our product information once a month. This sometimes involves hundreds of changes, which we have to make manually. This is very time-consuming and error-prone.

With the extension, M&G Group can now import, check and apply new ETIM product classifications automatically. Product changes are automatically sent from inRiver PIM to data pools, using BMECat, a standard format in the industry. Wouter Bossink: "The extension enables us to ensure that our product information complies fully with the rules of the data pools, which we use to provide the market with our product information. We can see exactly which fields we need to fill in to provide customers with

complete information. In addition, we can retain control of what other information we want to add and share with our customers."

Currently, M&G Group is still updating the ETIM classifications periodically. In the foreseeable future, the organisation will be making daily updates. Bossink: "ETIM changes product characteristics almost every day, based on feedback from the market. It's all about the little details. That's why ETIM offers a dynamic variant where they publish changes every day. Ctac is one of the few parties in the Netherlands and Belgium to offer this dynamic variant. The advantage of this is that we are always up to date. And we no longer have to make hundreds of changes in one go once a month."

Compliments regarding data quality

According to Wouter Bossink, M&G Group is now seeing the first results of the new PIM system and extension. "The advantage is that we now easily comply with a global ETIM standard, meaning we fully comply with the rules for the Dutch 2BA ETIM data pool and the Belgian Installdata. The nicest compliment came from 2BA when we made our first export using the new system. The data pool itself also checks the data quality from suppliers. We were told that our data quality has increased significantly. We are secretly very proud of that."